

## **REMARKS**

As a preliminary matter, Applicants appreciate the withdrawal of the 35 U.S.C. 112, first paragraph, rejection.

Applicants also appreciate Office Action pointing out the typographical error that two claims numbered 75 were added by the last amendment. Applicants understand that even though two claims were numbered 75, the Office Action treated them as distinct claims for purposes of examination. The duplicate claim 75 is now renumbered as new claim 77 herein.

The claims have been amended to better define them. The amendments are supported in the application as filed, for example, Fig. 2, blocks 224, 226 and Fig. 3, blocks 312 and 314, and the accompany description.

Claims 12, 13, 18-21, 25, 38-43, 59-63 and 69-76 stand rejected under 35 U.S.C. 103 as being unpatentable over Zeitman (U.S. Patent No. 5,940,481) in view of the Background of the application and further in view of DeLorme et al. (U.S. Patent No. 5,948,040).

Zeitman discloses a parking management communication system. The communication system may be used to report parking, monitor parking and reserve parking spaces. A central control unit of the system may provide the user with a map of a region in which the user is interested in parking. The user then selects a parking facility and sends a message to the central control to reserve the parking facility. Col. 5, ll. 5-10.

DeLorme et al. purports to disclose a computerized travel reservation information and planning system that generates map ticket output in various media, for guidance and transactions en route. Menus enable flexible user inquiries accessing selectable geographic, topical, temporal and transactional data records and relational processing. Sub-menus provide further capabilities: e.g. routing, topical searching; searches of events calendars, almanacs, appointment books, related itinerary scheduling; trip budgeting issues, plus travel arrangement availabilities or other goods/services offers. Online

communications links access updated or supplemental information on places, times, topics and other provider goods/service offers.

Neither Zeitman, DeLorme et al. nor the Background, disclose or suggest, automatically determining the customer geographic location for the customer by a location-determining device in response to receipt of confirmation information, where the confirmation information represents that the reservation has been made for the good or the service. Conversely, the claims as amended recite that the "customer geographic location is automatically determined for the customer by a location-determining device in response to receipt of the confirmation information" and "confirmation information" represents "that the reservation has been made for the good or the service associated with one of the plurality of businesses."

Applicants respectfully request that the rejection of claims 12, 13, 18-21, 25, 38-43, 59-63 and 69-76 be withdrawn.

Claims 14, 17 and 24 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Zeitman, the Background and DeLorme et al. as applied to claims 12, and further in view of Yoshida (U.S. Patent No. 5,877,704).

Yoshida discloses a parking-site reservation control system. Communication is performed between an overhead road device disposed above a road and vehicle-mounted device installed on a vehicle. A control computer of the system obtains parking-site information indicating a state of usage of a parking site based on the communication between the road and vehicle mounted devices.

Neither Zietman, the Background, DeLorme et al. nor Yoshida, alone or in combination, disclose or suggest that "customer geographic location is automatically determined for the customer by a location-determining device in response to receipt of the confirmation information" where "confirmation information" represents "that the reservation has been made for the good or the service associated with one of the plurality of businesses." For at least this

reason, Applicants respectfully request that the rejection of claims 14, 17 and 24 be withdrawn.

Claims 15 and 22 stand rejected under 35 U.S.C 103(a) as being unpatentable over Zeitman and the Background, DeLorme et al. and further in view of Sehr (U.S. Patent No. 6,085,976).

Sehr discloses a travel system that encompass a plurality of service providers and multi-application passenger cards to automatically compile, issue, utilize, and process portable passenger cards for traveling purposes, purchase of travel-related goods and services, and for the implementation of other card-based applications. The multi-application cards are realized by smart debit and/or credit card technology and have the ability to store and activate a traveler's permit for transportation and other travel services; as well as to host and employ a monetary value for electronic payment means. Biometrics identification of cardholders, as well as cryptographic certification of card data and travel-related information may be encoded onto the cards and can be verified, including validated, at various point-of-service locations upon presentation of the card for utilization.

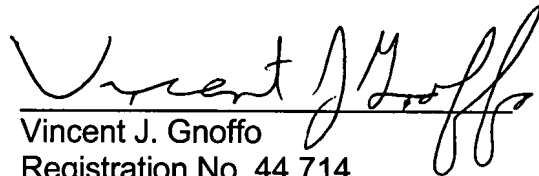
Neither Zietman, the Background, DeLorme et al, nor Sehr, alone or in combination, disclose or suggest that "customer geographic location is automatically determined for the customer by a location-determining device in response to receipt of the confirmation information" where "confirmation information" represents "that the reservation has been made for the good or the service associated with one of the plurality of businesses." For at least this reason, Applicants respectfully request that the rejection of claims 15 and 22 be withdrawn.

Claims 66-68 stand rejected under 35 U.S. C. 103(a) as being unpatentable over Zeitman, the Background and Applicant's purported admission of prior art. Claims 66-68 depend from claim 12, and since no new reference is being used with this rejection, these claims should be allowed at least for the

reasons discussed above with claims 12. For at least this reasons, Applicants respectfully request that the rejection of claims 66-68 be withdrawn.

For all of the above reasons, Applicant respectfully requests reconsideration and allowance of the present application. The Examiner is invited to contact the undersigned attorney at (312) 321-4224 if there are any outstanding issues that could be resolved through a telephone conference.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Vincent J. Gnoffo", written over a horizontal line.

Vincent J. Gnoffo  
Registration No. 44,714  
Attorney for Applicant

BRINKS HOFER GILSON & LIONE  
P.O. BOX 10395  
CHICAGO, ILLINOIS 60610  
(312) 321-4200